MERCHANDISING PLAN

Presented by

WARNER BROS. PICTURES Inc.

and the VITAPHONE CORP.

Reproduction of the colorful twenty-four sheet.

Based on a play by	Samuel Shipman
Adapted by	Robt. Lord and Houston Branch
Ass't. Director	T. C. Wright
Art Director	Jack Okey
Cameraman	Dev. Jenning
Film Editor	Bill Holmes

The basic idea of this Merchandising Plan is to merge the individual divisions of showmanship (advertising, exploitation, publicity and presentation) into a concentrated campaign to sell "Manhattan Parade" to the public!

play,

S.A.

Everything You Need To Know About "Manhattan Parade"

The Story

(Just an outline. It would take a whole page to describe all the gags.)

Doris is the brains of the Roberts Costume Company, working day and night in the small office, while John, her wise husband, holds down the big office and entertains producers, especially the quarrelsome Delmans. Herbert, a solemn wag, pussyfoots about the place, giving timidly evasive advice.

John suggests that he will insist on a separation unless Doris stays at home to care for their small child, and when she does so, he elopes with her former secretary, Charlotte. Doris gets back into harness to save the business. At first unsuccessful, fate finally throws in her way a mad director, Vasiloff, who tries to buy millions of dollars worth of costumes for a five dollar bill. Doris gets the brilliant idea of selling him to the Delmans, as a genius.

They are sure he is a superman because he spends thousands for elephants which he at once exchanges for ostriches, puts the dancers in the orchestra pit and the musicians without instruments in the balcony. John returns with Charlotte from Paris and tries to grab back the business. Doris gets an affadavit from Charlotte convicting him of misconduct, and he is out. Vasiloff, in a flash of reason, discovers that he has put on the wrong show for the Delmans. Herbert, comforts him in his dejection, though gloating over the fact that Doris has won out for the Roberts Costume Company.

Official Billing

(Use the following Percentages in All Advertising)

Warner Bros. Pictures, Inc. and The Vitaphone Corp. present	5%
"MANHATTAN PARADE"	100%
with	
Smith and Dale	75%
(of the Avon Comedy Four)	5%
Winnie Lightner — Charles Butterworth	30%
Dickie Moore — Bobby Watson	5%
Based on a play by Samuel Shipman	2%
Directed by Lloyd Bacon	20%
A Warner Bros. and Vitaphone Production	40%
Photographed in Technicolor	10%

Biography Briefs

JOE SMITH

In vaudeville with Charles Dale in Avon Comedy Four. With Dale in Broadway stage hit, "Mendel, Incorporated," and "The Vanities." With Dale in many comedy shorts.

CHARLES DALE

In vaudeville with Joe Smith in Avon Comedy Four. With Smith in Broadway stage hit, "Mendel, Incorporated." With Smith in many comedy shorts.

WINNIE LIGHTNER

Famous in London and Paris Night Clubs and Broadway Revues. On the screen in "Gold Diggers of Broadway," "Show of Shows," "She Couldn't Say No," "Life of the Party," "Sit Tight," "Hold Everything," "Gold Dust Gertie," "Side Show" and "Manhattan Parade." Born in Greenport, Long Island.

CHARLES BUTTERWORTH

Won fame as stage entertainer, in vaudeville and on the Broadway stage. On screen in "Life of the Party," "Illicit," "The Bargain," "The Mad Genius," "Side Show" and "Manhattan Parade." Born in South Bend, Indiana.

DICKIE MOORE

Child actor seen on screen in "Son of the Gods," "Passion Flower," "Alpha," "Seed," "Squaw Man," "Three Who Loved," "The Star Witness" and "Manhattan Parade." Born in Hollywood.

WALTER MILLER

On screen in "On the Border," "Rough Waters," "Utah Kid," "Rogue of the Rio Grande," "Swanee River," "Hell's Valley," "Sky Raiders," and "Manhattan Parade." Born in Dayton, Ohio.

GRETA GRANSTEDT

On screen in "Sunny Skies," "Embarrassing Moments," "Caught Short," "What a Man" and "Manhattan Parade."

LUIS ALBERNI

Broadway stage and on the screen in "Santa Fe Trail," "Svengali," "The Mad Genius," "Side Show" and "Manhattan Parade." Born in Spain.

RUTH HALL

On screen in "Chances," "Local Boy Makes Good," "Compromised" and "Manhattan Parade." Born in Jacksonville, Florida.

POLLY WALTERS

On screen in "Smart Money," "Expensive Women," "Blonde Crazy" and "Manhattan Parade." Born in Columbus, Ohio.

LLOYD BACON

(Director) Among his directorial achievements are "Moby Dick," "Fifty Million Frenchmen," "Gold Dust Gertie," "Office Wife," "Sit Tight," "Honor of the Family" and "Manhattan Parade."

Joe Smith
Cut No. 20
Cut 15c Mat 5c

Charles Dale
Cut No. 19
Cut 15c Mat 5c

Chas. Butterworth
Cut No. 13
Cut 15c Mat 5c

22 Important Characters In "Manhattan Parade"

DORIS, *Clever business woman, manager of a costume shop, a husband, his cutie, a wag, a crazy 'genius,' warring producers, actors, and a few others for good measure*.....**WINNIE LIGHTNER**

HERBERT, *Solemnly amusing philosopher who advises Doris sometimes with disastrous results*....**CHAS. BUTTERWORTH**

LOU DELMAN, *Quarrelsome theatrical producer*.....**JOE SMITH**

JAKE DELMAN, *Lou's brother and partner*....**CHARLES DALE**

BRIGHTON, *Delman's right hand man*.....**FRANK CONROY**

JUNIOR, *Adorable small son of Doris*.....**DICKIE MOORE**

PAISLEY, *Effeminate costume designer*.....**BOBBY WATSON**

CHARLOTTE, *Eloping secretary*.....**GRETA GRANSTEDT**

SEWING GIRL, *With a wandering eye*.....**RUTH HALL**

SEWING GIRL, *Believes in the 'stitch in time'*....**MAE MADISON**

JOHN, *Tricky husband of Doris*.....**WALTER MILLER**

VASILOFF, *Director, Doris sells as a 'genius'*.....**LUIS ALBERNI**

SHERIFF, *Impressed with his importance*.....**CHARLES MIDDLETON**

NANCY, *Modern charmer*.....**CLAIRE McDOWELL**

MRS. BEACON, *Wealthy customer*.....**ETHEL GRIFFIES**

TELEPHONE GIRL, *blonde, pert and pretty*.....**POLLY WALTERS**

TOREADOR, *Who never saw the bull-ring*.....**DOUGLAS GERALD**

LADY GODIVA'S HUSBAND.....**NAT PENDLETON**

SUIT OF ARMOR.....**BILL IRVING**

1st PAGE BOY....**HAROLD WALDRIDGE**

NAPOLEON.....**WILLIAM HUMPHRIES**

LAWYER.....**EDWARD VAN SLOAN**

Winnie Lightner
Cut No. 12
Cut 15c Mat 5c

Length And Running Time

77 minutes

6992 feet

Table of Contents

Synopsis	*Page 2*
Official Billing	*Page 2*
Running Time	*Page 2*
Cast	*Page 2*
Biographies	*Page 2*
Advance Publicity	*Pages 3, 4*
Newspaper Ads	*Pages 5, 6, 7, 8*
Current News Stories	*Page 8*
Review	*Page 8*
Ad Layout Ideas	*Page 9*
Exploitation	*Pages 10, 11*
Accessories	*Page 12*

Merchandise This Big Laugh Hit From These Angles!

1. Sell it as a better, bigger, brighter show than "Gold Diggers of Broadway."
2. Sell Smith and Dale as funnier than any brother team, sister team or four Hawaiians.
3. Sell the comedy team of Charles Butterworth and Winnie Lightner who gave you "Life of The Party" and "Side Show."
4. Sell it as a girl-and-gag, leg-and-laff hilarity hurricane.
5. Sell it as the finest example of Technicolor Photography that has ever been photographed.
6. Sell Dickie Moore as the lovable little rascal of "Star Witness." This will prepare your audiences for this adorable youngster's big picture, "Old Man Minick" with Chic Sale.

For A Balanced Program *We Suggest These* VITAPHONE SHORTS

ROBERT L. RIPLEY
famous newspaper cartoonist in one of those amazing "Believe It Or Not" shorts. 1 Reel

and/or

SPORT SLANTS
with the world's most popular sports announcer, Ted Husing announcing snappy dialogue describing snappy sport action. 1 Reel.

and/or

MERRIE MELODIES
Inimitable song cartoons with fast moving story and loads of comedy. 1 Reel.

A Complete Campaign For Planting One Week Before Opening

Story No. 1

(This story contains complete information on "Manhattan Parade" and will be of invaluable aid to your editor, not only as the first announcement of the picture, but also as a reference guide to all subsequent stories.)

Smith and Dale of the Avon Comedy Four, the team of comedians who scored heavily in the Broadway stage hit, "Mendel, Inc." will arrive at ..... Theatre next ..... in their first feature length production, "Manhattan Parade," which was produced by Warner Bros.

"Manhattan Parade" is heralded as one of the funniest pictures to come out of Hollywood in years. An imposing cast of comedians, including Winnie Lightner, Charles Butterworth, Bobby Watson and Luis Alberni join hands with Smith and Dale to earn the plaudits of press and public in the initial engagements of "Manhattan Parade."

The story chronicles the ludicrous but human adventures of the brainy Doris and her gallivanting husband, John, in the management of the Roberts Theatrical Costume Company. An important personage about the place is the solemnly philosophical wag, Herbert, played by Butterworth. Doris works day and night, while John (Walter Miller) lives the life of Reilly, entertaining theatrical producers, as prospective costume customers.

Doris with reluctance consents to her husband's demand that she stay at home and care for their small son, Junior (Dickie Moore). John elopes to Paris with the secretary, Charlotte (Greta Granstedt). Doris quickly gets back into harness to save the failing business, her principal prospects being the Delman Brothers, theatrical producers who need a director. Fate helps Doris out by sending a maniacal director (Luis Alberni) whom she sells to the Delmans as a 'genius.'

How the 'genius' boosts the costume business and busts the producers—how the erring John returns, vows that he is done with Charlotte, and tries to grab back the business — how Doris foils his plans—how Herbert the wag, manages to get in his penny-worth—how the Delmans wrangle—and the actors make rough-house—are some of the situations which make the colorful parade of fun and fashion one of the comedy highlights of the year.

The Delman Brothers are portrayed with zest by Joe Smith and Charles Dale. Others in the large cast are Bobby Watson, Charles Middleton, Claire McDowell, Ethel Griffies, Polly Walters, Douglas Gerard, Mae Madison, Ruth Hall, Nat Pendleton, Bill Irving, Frank Conroy, William Humphries, Edward Van Sloan and Harold Waldridge. Lloyd Bacon directs with fine artistry. The picture is photoraphed entirely in Technicolor.

Story No. 2

New Movie Laugh-Makers Were Together More Than Thirty Years

Joe Smith and Charles Dale, former comedians of the Avon Comedy Four, but now leading comedians of the new Warner and Vitaphone Picture in Technicolor, "Manhattan Parade," which comes ..... to the ..... Theatre, celebrated their thirtieth year as a comedy team recently. They made their first appearance as a blackface song and dance team in a small Bowery theatre and have been inseparable ever since.

The Avon Comedy Four was born in 1901 at the Atlantic Gardens on the Bowery. The other two members of the quartette were Will Lester and Jack Coleman, and the four were an instantaneous success. They have been in vaudeville and on the musical comedy stage ever since. They were featured with Fannie Brice in "Why Worry?" and were seen in "The Passing Show," the revival of "The Belle of New York," in Earl Carroll's "Vanities," in "The Sidewalks of New York," and the stage play, "Mendel, Inc."

Smith and Dale, formerly of the Avon Comedy Four, who appear with big comedy cast in "Manhattan Parade," a Warner Bros. and Vitaphone Picture.

Cut No. 25 Cut 15c Mat 5c

Story No. 3

Mayor Jimmy Walker Presented Film Comedians With Anniversary Cup

No other than New York's popular and immaculate mayor, Jimmy Walker, presented Joe Smith and Charles Dale with a beautiful silver cup recently in honor of their thirtieth anniversary as partners in the laugh business.

And now the two comedians are making their screen debut at the ..... Theatre this week in the Warner and Vitaphone Technicolor picture, "Manhattan Parade," with a big cast of featured players including Winnie Lightner, Charles Butterworth, Bobby Watson, Ruth Hall and others.

Smith and Dale made their first appearance as a blackface song and dance team in 1899 in a small Bowery theatre and have been partners ever since. They originated the Avon Comedy Four in 1901 in the Atlantic Garden on the Bowery and it became one of vaudeville's most famous acts. The other two members of the quartette were Will Lester and Jack Coleman.

They were featured with Fanny Brice in the musical comedy, "Why Worry," were in "The Passing Show," the revival of "The Belle of New York," Earl Carroll's "Vanities," and the successful play, "Mendel, Inc." They have made a number of motion picture short subjects but "Manhattan Parade" is their first full length feature production.

Story No. 4

Dale Was Knocked Out By Smith But Now They Are Mates In The Films

No personnel in the theatre is made of sterner stuff than the comedian who inevitably acquires his bag of tricks through a long and picturesque pilgrimage.

The sport follower and his wife or girl friend who view Smith and Dale in the new Warner and Vitaphone Technicolor picture, "Manhattan Parade," at the ..... Theatre this week, may not pause to consider a fistic terror and his antagonist lost to Madison Square Garden.

True, neither Joe Smith with his Cyrano-like beak, his Ghetto slouch, his broad-brimmed derby fitting neatly about his ears in a halo of comedy, nor Charles Dale, alternately puffing out his chest and exhibiting a crest fallen air of acute indecision, appears to bear any relation to the white hope of Forsythe Street, New York, who challenged the Delancy Street favorite in a bout that thirty years ago brought out the coppers.

Charles Dale was a whirlwind runner when Joe Smith, with a body built of skyscraper steel, was the Delancy street mauler. Their first meeting when bicycles were built for two was arranged to rival Eastside gangs, with Joe contending for the heavyweight championship. The scene was a tenement roof and might never have been, according to Dale, except for the deceptive curve of a proboscis that was to earn its owner more fame than his cast iron fists. A man with a nose that was plainly built for commerce could not fight, Dale argued to himself until a lightning left jab sent him staggering from the ring with the determination, if he lived to consummate the deal, to be Smith's manager.

Smith actually had eight fistic encounters under Dale's management, scoring a knockout in the final bout, which proved a boomerang. It made the boys so unpopular in the neighborhood that Dale, who had some reputation at track, took to his heels, with Smith a surprisingly close second.

Story No. 5

Notre Dame Alumnus Spurns Law Dignity For Serious Comedy

Charles Butterworth, who is featured with Smith and Dale and Winnie Lightner in "Manhattan Parade," the Warner Bros. and Vitaphone production in Technicolor coming to the ..... Theatre ..... next—emerged from Notre Dame bearing a parchment which entitled him to practice law, though he insists that he had thought all the while that he was studying medicine.

Mr. Butterworth says that though the words 'admitted to the Indiana Bar' had a nice smack to them, they were not all that was necessary to get something to eat. He tried newspaper reporting with rather dire results and then made up an imaginary Rotarian speech, which, by hook and by crook he got to the attention of J. P. McEvoy, who was then producing "Americana." From then on success came pouring in on the defenseless Butterworth head, practically swamping him.

He has never been more amusing than in "Manhattan Parade," in which his timid and evasive comedy is contrasted with the rough-and-ready clowning of Winnie Lightner. Other uproarious fun is provided by Joe Smith and Charles Dale of the Avon Comedy Four.

The cast also includes Dickie Moore of "Star Witness" fame — Walter Miller, Greta Granstedt and Bobby Watson.

Charles Butterworth, whose placid countenance is responsible for plenty of laughs in "Manhattan Parade," a Warner Bros. and Vitaphone Picture.

Cut No. 22 Cut 15c Mat 5c

Story No. 6

"Manhattan Parade" Due At ..... Tomorrow

Manager ..... of the ..... Theatre is pleased to announce tomorrow as the opening of "Manhattan Parade," the Warner Bros. and Vitaphone production in Technicolor, and featuring a double team of funmakers, Smith and Dale, and Winnie Lightner and Charles Butterworth.

The former team, remembered for their grand and glorious clowning in the stage's Avon Comedy Four, have the best comedy story of the season in the dazzling all-color sequences of a play that is as dramatic as it is amusing, and with a gorgeous array of stage beauties and all the interesting hangers-on of the show world. The story is from a Samuel Shipman play—one of his many successes.

Other players of note in "Manhattan Parade" are Walter Miller, Dickie Moore, Greta Granstedt, Bobby Watson, Luis Alberni, Charles Middleton, Claire McDowell, Ethel Griffies, Polly Walters, Douglas Gerard, Mae Madison, Ruth Hall, Nat Pendleton, Bill Irving, William Humphries, Edward Van Sloan and Harold Waldridge.

The able direction is by Lloyd Bacon.

Opening Day Story

"Manhattan Parade" Is Here Today As Gala Laugh Show

Grand and glorious entertainment awaits you today at the ..... Theatre where "Manhattan Parade," the Warner Bros. and Vitaphone production in Technicolor featuring Smith and Dale, Winnie Lightner and Charles Butterworth, opens its local engagement.

Smith and Dale, remembered for their joint clowning as members of the Avon Comedy Four, are off on a new tack now, and funnier than they have ever been. Winnie plays the role of manager of a Theatrical Costuming Company, has troubles galore with an eloping husband, failing business, balking customers, elephants, ostriches, a madman who poses as a genius—and with Charles Butterworth, who, though free with his solemn and evasive advice, is none too dependable.

Dickie Moore is as adorable as he was in "Star Witness." Then there are many besides, among whom are Walter Miller, Greta Granstedt, Bobby Watson, Luis Alberni, Charles Middleton, Claire MacDowell, Ethel Griffies, Polly Walters, Douglas Gerard, Mae Madison, Ruth Hall, Nat Pendleton, Bill Irving, William Humphries, Edward Van Sloan and Harold Waldridge.

The picture is based on a play by Samuel Shipman, author of many Broadway stage successes. Lloyd Bacon directed.

Winnie Lightner, winsome screen star, who appears in "Manhattan Parade." A Warner Bros. and Vitaphone Picture.

Cut No. 24 Cut 15c Mat 5c

2 Good Sunday Features And All The Snappy Shorts You'll Need!

Their Bowery Still Living

Cut No. 23
Cut 30c
Mat 10c

Smith and Dale, famous team of the Avon Comedy Four, appear in their first feature-length screen farce, "Manhattan Parade," at the ..... Theatre.

The Bowery has long since passed as the Gay White Way of its time, but to Joe Smith and Charles Dale, one half of the famous Avon Comedy Four, who are featured with Winnie Lightner and Charles Butterworth in "Manhattan Parade," the new Warner and Vitaphone production in Technicolor, which comes to the ..... Theatre ..... it will live forever. These two comedians who recently rounded out thirty years as an inseparable team, got their start there, scored their first big success there, and spent a considerable portion of their early life there.

Born on the East side before the advent of the Gay Nineties, the two were playmates together. Both early showed a latent talent for making people laugh and they decided to throw their fortunes into one histrionic pot. They emerged professionally in one of the smaller Bowery music halls as a blackface singing and dancing team. This was in 1899 and their debut was rather inauspicious. They managed to get enough bookings, however, to keep the wolf from the door and their stomachs warm with food until 1901, when they joined forces with Will Lester and Jack Coleman. They organized the Imperial Vaudeville and Comedy Company and made Rondout, New York, their headquarters. They were the star attraction at a dance hall up there known as Zeihy's, and in lieu of salary, received room and board for Sunday night entertainments. On week days they played the communities suburban to Rondout and earned whatever real money they made in that way.

It was here that they got their first idea of show business. They not only put on a full evening's entertainment, but gave a moving picture show to boot. The movies were little known in those early days, and they carried their own projector, calcium lights, films and did the billposting and ticket collecting as as well. It was an unusually severe winter and they had to go from town to town in a large sleigh. Lester and Coleman, because of illness in their respective families, deserted Smith and Dale, and the two carried on until business became so bad they woke up one morning to find themselves stranded. They dropped histrionics and went to work in an ice house to raise the railroad fare back to New York.

Upon their return they discovered Lester and Coleman working in a cabaret called the Avon. Smith and Dale prevailed upon them to quit and once more the four were reunited, this time under the name of the Avon Comedy Four. They broke in their famous school act at the Atlantic Garden in the Bowery and scored a veritable sensation. They were immediately booked over the Keith and Orpheum Circuits and even in Europe. Their famous act, "A Hungarian Rhapsody," did not come into being until 1914.

While Smith and Dale have been part and parcel of the Avon Comedy Four, for more than a quarter of a century, there have been fifteen actors through the years who have made up the other half of the quartet. These, in addition to Lester and Coleman, were Irving Kaufman, Harry Goodwin, Eddie Nelson, Al Wohlman, Pall Mall, Eddie Miller, Frank Corbett, Cliff O'Rorke, Charles Adams, Eddie Rash, Lou Dale and Marino and Lazarin.

In 1916, Smith and Dale went into the "Passing Show" and they have since been seen in the revival of "The Belle of New York," "The Midnight Rounders," Earl Carroll's "Vanities," and in "Sidewalks of New York," "Mendel, Inc." is their first straight comedy.

Winnie And Charley Will Pep You Up

The cheeriest clowns in the show business are the two comedians featured in "Manhattan Parade," the Warner Bros. and Vitaphone production in Technicolor, which comes to the ..... Theatre ..... next. They were recently seen here in "Side Show" but this one outclasses that carnival riot. Winnie Lightner and Charles Butterworth have a drama with real punch in "Manhattan Parade," which is a rainbow panorama of fun and fashion — in a theatrical costuming company. Smith and Dale of the Avon Comedy Four aid the hilarity. Lloyd Bacon directed.

Today Ends Run Of "Manhattan Parade"

"Manhattan Parade," the Warner Bros. and Vitaphone comedy in Technicolor featuring Winnie Lightner and Charles Butterworth, ends its record run at the ..... Theatre today. The gorgeous panorama of fun and fashion which serves as background for drama with a punch, has met with noisy approval. If you are one of the few who have missed "Manhattan Parade," gather up the family and go tonight. That a good time will be had by all is guaranteed.

Gayest And Glummest Come In Comedy Hit

Winnie Lightner, most rowdyish of screen roisterers, and Charles Butterworth, most abysmally solemn of all funnymen, will be seen at the ..... Theatre ..... next in "Manhattan Parade," the most dramatic and at the same time the most amusing of their films. Aiding them as a pair of brothers who wrangle over their theatrical productions, are Joe Smith and Charles Dale of the Avon Comedy Four. "Manhattan Parade," based on a Samuel Shipman play, is a rainbow panorama of fun and fashion. Lloyd Bacon directed.

"Manhattan Parade" Is To Be In Town Soon

"Manhattan Parade," as the title suggests, is a colorful panorama of fun and fashion, a show within a show, in which Winnie Lightner and Charles Butterworth disport themselves with more gusto than even they have before done. All the picturesque personnel of the show world are seen in this Warner Bros. and Vitaphone production which is entirely in Technicolor. Joe Smith and Charles Dale of the Avon Comedy Four are in the large cast. This is the cure for what ails you. Don't miss "Manhattan Parade." It comes to the ..... theatre ..... next.

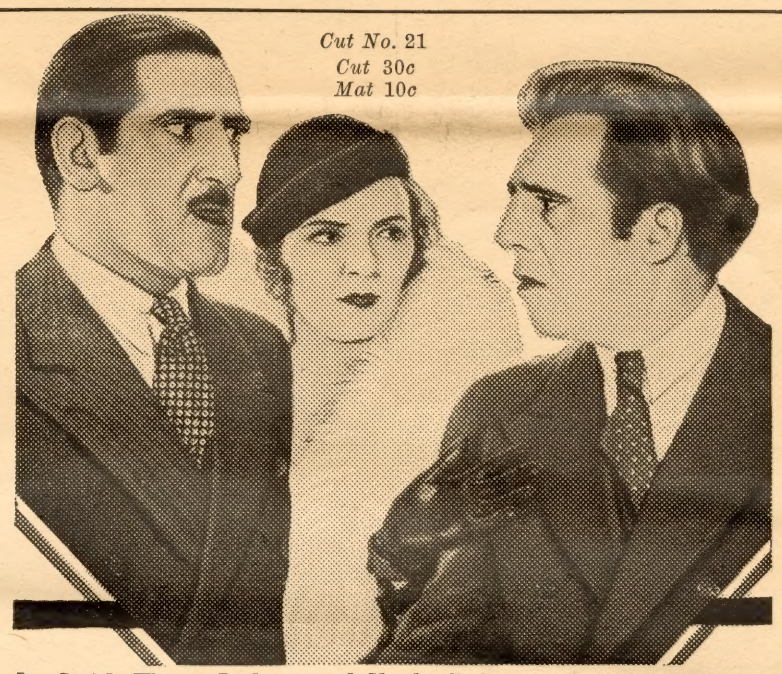
Winnie's Slenderness Is Strenuously Found

The girlish figure of Miss Winnie Lightner now featured with Charles Butterworth in "Manhattan Parade," the Warner Bros. and Vitaphone picture in Technicolor at the ..... Theatre—was not attained and is not retained without strenuous antics on the part of the comedienne. She punches the bag, boxes, undergoes rigorous treatments and sees to it that her diet has just the right amount and kind of vitamins. Not so long ago she broke her Spartan schedule by fiercely ordering hot mince pie with brandy sauce and hot chocolate. "Let's pretend it's my birthday," she said by way of apology.

"Manhattan Parade" Is Antidote For Blues

Grand and glorious nonsense and a gorgeous array of stage beauties, and stage folks of all sorts and conditions—all in the most vivid natural colors, provide the atmosphere for the dramatic comedy-romance in which Winnie Lightner and the solemn Charles Butterworth do their stuff now at the ..... It is a Warner Bros. and Vitaphone production and the most amusing vehicle yet given Winnie and Charles. Don't miss it. Take all the family, they are assured of a royal feast of unusual entertainment.

A Stage Comedian Declares Motion Picture Work Is Not Difficult



Cut No. 21
Cut 30c
Mat 10c

Joe Smith, Winnie Lightner and Charles Dale in a scene from "Manhattan Parade," a Warner Bros. and Vitaphone all Technicolor production.

By JOE SMITH
(In "Manhattan Parade" at the ..... Theatre.)

This is our first comedy on the screen. By our, I mean Charles Dale and myself. As two of the original members of the Avon Comedy Four, we have been inseparable in the theatre for more than thirty years. We have done everything together and it is only natural that we should be in the Warner Bros. and Vitaphone Technicolor picture, "Manhattan Parade," together. For a long time we have been looking forward to the day when we would be featured in a big film production, away from the tinsel of musical comedy and the pace of vaudeville and now at last we have reached our goal and both of us are happy. Having tasted what vaudeville, musical comedy and the legitimate stage has to offer, I say in all sincerity that the motion picture is easier and much more fun. Vaudeville is the most difficult branch of the show business. You have but a few minutes in which to do all your stuff and you've got to deliver the goods from the instant you step across the footlights.

There is no such thing as getting acquainted with vaudeville patrons. Unless you sell yourself in the first few seconds the battle to win recognition is almost insurmountable. This does not hold in musical comedy nor stage nor screen. In these three cases you have a set character to portray and though your lines on your first appearance may be nothing to set the town talking, you have an opportunity to register as the plot progresses.

Musical comedy characters are seldom taken seriously but still they overcome the handicap generally set by vaudeville. The field is much smoother in motion picture work and here an actor has an opportunity to show himself off to the best advantage. Frankly, both Dale and I were rather worried about going into a picture, much as we dreamed of the chance. "Manhattan Parade," however, has taught us a great deal and if the Fates are kind to us we hope to remain on the screen for many years.

If moviegoers accept us as the comic theatrical producers we portray in "Manhattan Parade" it is chiefly because of our training in vaudeville as the variety theatres certainly give you what is known in the vernacular as pace and we have tried to transplant the speed of vaudeville into "Manhattan Parade." Friends warned us to be sure to slow up when we got into a motion picture studio, but we disregarded their warnings and pumped our material across the screen with the same speed and zest as has been our custom for thirty years.

The result, if I may say so myself, is a continual round of laughter with the assistance of such hilarious stars as Winnie Lightner, Charles Butterworth, Bobby Watson, Ruth Hall and others. In fact, take my tip and see "Manhattan Parade" when it comes to the ..... Theatre.

YOUR NEWSPAPER ADS

TONITE 7:45

STRAND

Biggest Leg and Laff Show on Earth!!

MANHATTAN PARADE

With those 2 Lunatics of Laffs
SMITH AND DALE
(of the Avon Comedy Four)
and WINNIE LIGHTNER
CHAS. BUTTERWORTH
Dickey Moore - Bobby Watson

Girls, gags, sights, color, lights, legs, Laughs, Laffs! B'way never before saw such a sight!

Cut No. 11 Cut 40c Mat 10c

HIT OF THE SEASON!

A RIOT OF LAUGHS

A PARADE OF HILARITY!

MANHATTAN PARADE

Million dollar marathon of Mirth sweeps you to unheard-of heights of hilarity.

WITH
SMITH AND DALE
WINNIE LIGHTNER
CHAS. BUTTERWORTH
Dickey Moore
Bobby Watson

A Warner Bros. & Vitaphone Hit

Better than "Gold Diggers of B'way."
What a show
What a SHOW
WHAT A SHOW
!!!

TONITE 7:45

HOLLYWOOD

Cut No. 18 Cut 40c Mat 10c

Here They Come!

Every laugh from the Battery to the Bronx. Every secret of Park Avenue. Every boner of Broadway passes in review in the glamorous, glittering

MANHATTAN PARADE

Better than "Gold Diggers of Broadway"
with
SMITH and DALE
(of the Avon Comedy 4)
Winnie Lightner, Chas. Butterworth, Dickie Moore, Bobby Watson, Luis Alberni.
A Warner Bros. Technicolor Hit.

THEATRE

Cut No. 28 Cut 40c Mat 10c

One— Right on Top of the Other!

LAFFS!
LAFFS!
LAFFS!
LAFFS!
LAFFS!
LAFFS!
and more
LAFFS!

Better than "Gold Diggers of Broadway." What a Show!

MANHATTAN PARADE

with those two wise - cracking "Nit Wits"

SMITH AND DALE
(of the Avon Comedy Four)
WINNIE LIGHTNER
CHAS. BUTTERWORTH
Dickey Moore, Bobby Watson

and an enormous cast including 200 of Hollywood's most beautiful girls.

People of Dayton are climbing over each other to be first in the laff line. Tonite the fun begins.

STATE
STARTS — 7:45

Cut No. 3 Cut 40c Mat 10c

EVERYBODY'S IN THE LAFF - LINE
at the **STRAND**
to see - - - - - -

TONITE 7:45

ALL SEATS 35c

MANHATTAN PARADE

(Better Than "Gold Diggers of Broadway")

BIGGEST LEG and LAFF SHOW ON EARTH!

A WARNER BROS. & VITAPHONE PICTURE

with
SMITH AND DALE
(of the Avon Comedy Four)
WINNIE LIGHTNER
CHAS. BUTTERWORTH
DICKEY MOORE
BOBBY WATSON

Cut No. 14 Cut 40c Mat 10c

Every Size, Every Shape, Every

Cut No. 4 Cut 60c Mat 15c

NOW SHOWING
STATE

Cut No. 5 Cut 20c Mat 5c

What a Show! What a Show!! WHAT A SHOW!!!

MANHATTAN PARADE

A million dollar's worth of gals, gags, legs and laffs. Better than "Gold Diggers of Broadway"!
Biggest and funniest hit ever shown in Dayton!

With
SMITH AND DALE
A couple of girl-crazy nit-wits
(of the Avon Comedy 4)
Winnie Lightner, Chas. Butterworth
Dickey Moore - Bobby Watson
Put on your best laughing face and wear it to the
STRAND

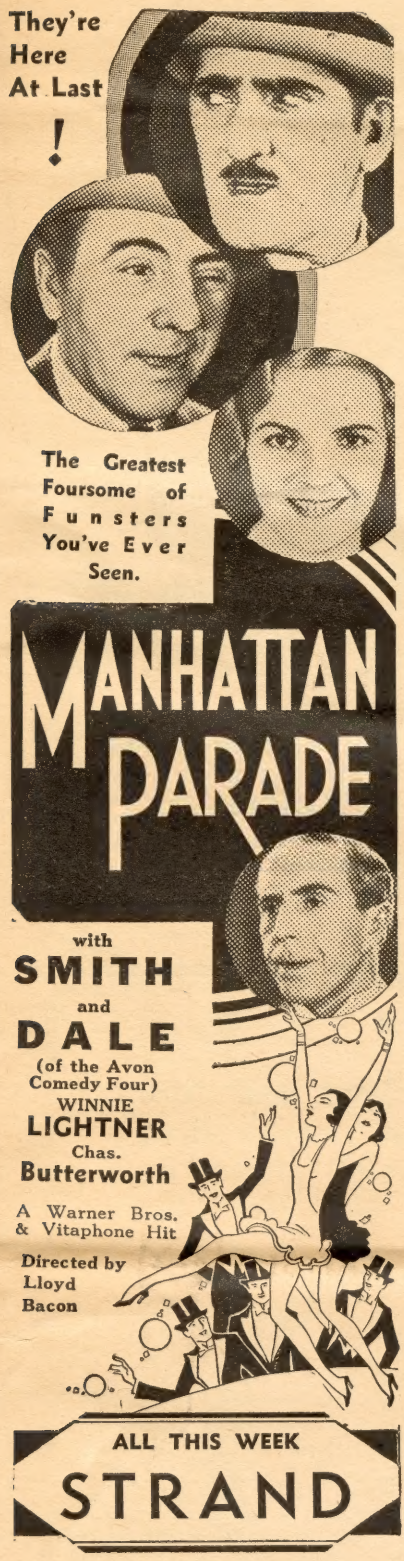
Cut No. 10 Cut 60c Mat 15c

REXY NOW!
MANHATTAN PARADE
A Warner Hit with
SMITH AND DALE
Winnie Lightner
Chas. Butterworth
1932's Big Laugh Riot!

Cut No. 17 Cut 20c Mat 5c

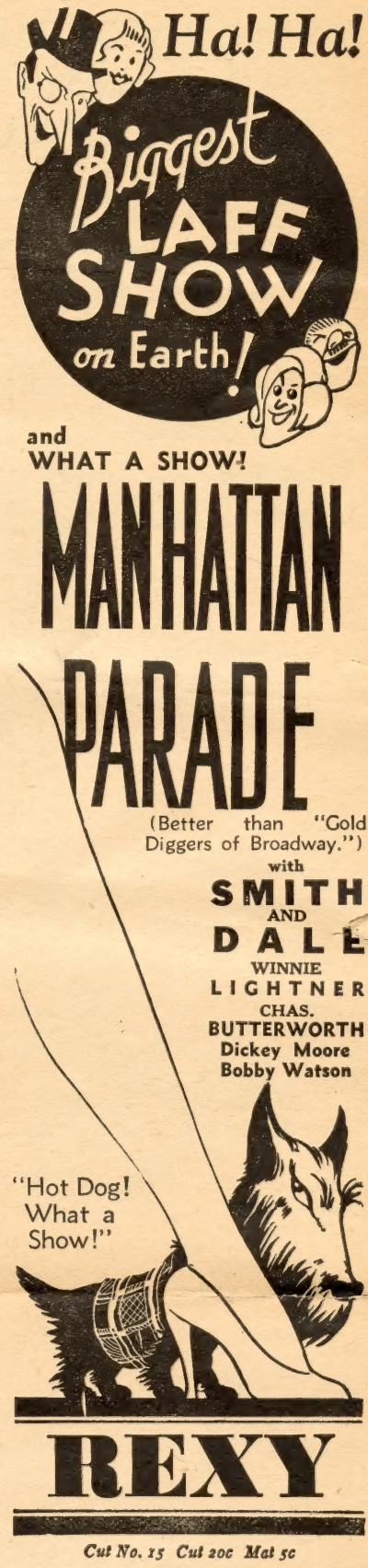
Form Covering Every Angle!

Give Four Rousing Cheers!



Cut No. 8 Cut 20c Mat 5c

Cut No. 6 Cut 20c Mat 5c



Cut No. 15 Cut 20c Mat 5c

Ad Stills

TEN SPECIALLY POSED PHOTOS THAT WILL CUT THE WORK IN HALF FOR YOUR ADVERTISING MAN.

ASK TO SEE A SET AT YOUR LOCAL EXCHANGE.

10 PHOTOS — $1.00

TONITE – 7:45 *Here It Comes - - - !*

MANHATTAN PARADE

Get in the laff line. Join the jolly throngs. Everybody's marching to see the Greatest Leg and Laff show ever presented at the

WINTER GARDEN

Every thrill the screen can offer. Gorgeous girls to gaze upon! Howling situations to laugh about! Riotous gags to roar over! and

SMITH AND DALE

(of the Avon Comedy Four)

WINNIE LIGHTNER, CHAS. BUTTERWORTH

Dickey Moore, Bobby Watson

Directed by LLOYD BACON

A WARNER BROS. & VITAPHONE HIT

Cut No. 9 Cut 80c Mat 20c

CURRENT NEWS STORIES!

(Prepared Review)

JOE SMITH AND CHARLES DALE LEAD LAUGH-MAKERS IN PANORAMA OF FUN AND FASHION, "MANHATTAN PARADE"

The audience at the .....Theatre last evening, reacted with uproarious enthusiasm to "Manhattan Parade," the Warner Bros. and Vitaphone picture in Technicolor, which features Broadway's funniest team, Smith and Dale, of the Avon Comedy Four—as well as Winnie Lightner and Charles Butterworth.

"Manhattan Parade," though a comedy-drama with plenty of punch and realism, is at the same time, a rainbow panorama—gorgeous girls and gowns, goofs, fake geniuses, elephants, ostriches, costume designers, all the picturesque hodge-podge of the stage world—not forgetting two affectionately quarrelsome stage producers—who are played by the inimitable Smith and Dale. Winnie is manager of a theatrical costume company and Charlie Butterworth is her meekly funereal adviser.

Winnie is burdened with a high-flying husband, who, for reasons of his own insists that she stay at home to care for their small son, who, by the way, is played by the adorable Dickie Moore, of "Star Witness" fame. When Winnie assents to her hubbie's demands he promptly sails for Europe with a synthetic blonde, formerly her secretary. She is forced back to the business grind to avert bankruptcy. Her biggest buyers are the Brothers Delman (Smith and Dale) but they are unable to find a suitable director for the big show they are promoting.

At Winnie's darkest moment arrives a wild-eyed freak who claims that he has directed some of the most colossal hits of the age. By a sudden flash of inspiration she conceives the idea of selling him to the Delmans as a genius. It works and the producers are satisfied that he is a superman, when he puts dancers in the pit, musicians in the balcony without instruments, spends thouands for animals as atmosphere and discards them for others.

Winnie's runaway hubbie returns, all set to grab back the business and claiming that he and his affinity are on the outs. How Winnie foils his plans, sells mountains of costumes for the big Delman show, gets her pay before it is discovered that the 'genius' is a madman—and numberless other breath-taking complications make "Manhattan Parade" the most hilarious comedy of the year.

The picture is based on a play by that Broadway wizard, Samuel Shipman. The large cast includes Bobby Watson of musical comedy fame—Walter Miller, Frank Conroy, Greta Granstedt, Ruth Hall, Mae Madison, Luis Alberni, Charles Middleton, Claire McDowell, Ethel Griffies, Polly Walters, Douglas Gerrard, Nat Pendleton, Bill Irving, Harold Waldridge, William Humphries and Edward Van Sloan. The exceedingly clever direction is by Lloyd Bacon.

New Technicolor Is Glorified In Giddy 'Manhattan Parade'

On all hands praise is heard for the sensational improvements in the Technicolor process, which absolutely deletes all earlier faults. Colors are now shown with perfect clarity.

"Manhattan Parade" is a gorgeous vehicle for color treatment, since all the glitter and rainbow splendour of theatrical costumes, the beauty of a host of girls, the tints and tones of furnishings, the hides of elephants and the feathers of ostriches—for all these things are included in the mad-hatter sequences of the play—are shown just as one would see them with the natural eye.

Crowds have attended each performance of "Manhattan Parade" which features as headliners Smith and Dale, the clever members of the "Avon Comedy Four," who recently panicked Broadway in a stage comedy, "Mendel, Inc." Seen with Smith and Dale are Winnie Lightner and Charles Butterworth, prime favorites here and everywhere. Tiny Dickie Moore, who was so successful in "The Star Witness" is in the cast—with many grown-up favorites including Walter Miller, Frank Conroy, Greta Granstedt and Luis Alberni. Lloyd Bacon directed.

Last Two Days For "Manhattan Parade"

If you don't go to the ..... Theatre today or tomorrow you will miss "Manhattan Parade," biggest laff hit of the year. This unusual picture is based on a play by Samuel Shipman, Broadway's mile-a-minute playwright. Its line-up of comedians is headed by Smith and Dale (you remember them in the "Avon Comedy Four")—and that inimitable combination Winnie Lightner and Charles Butterworth. Tiny Dickie Moore is at his most adorable and there are many of your favorite grown-ups. Take our word for it, you wouldn't miss "Manhattan Parade"—if you knew what you were missing.

(2 Days After Run)

"Manhattan Parade" Comics Are So In Spite Of Parents

Joe Smith—Charles Dale—Winnie Lightner—and Charles Butterworth—leaders in the riot of merriment now drawing crowds to the ..... Theatre to see "Manhattan Parade"—all say that their profession was decided on only after overcoming strenuous parental objections.

The parents of Smith, and of Dale, wanted their sons to follow in the commercial lines which had made them business successes. It was the amateur attempts the boys made which caused friends to urge them to seek a wider audience, which landed them in vaudeville and, later, on the Broadway legitimate stage.

Winnie Lightner, an orphan, met with violent objections from the uncle and aunt who were her caretakers—winning a grudging permission to appear on the stage of Shea's in Buffalo, as a singer of sentimental songs—whose doleful strains moved the audience to such mirth that she decided there and then to be a comedienne. Butterworth's father insisted that he be a lawyer—but he had a mind of his own, like the rest. Treat yourself to a grand and glorious evening. See "Manhattan Parade."

(4 Days After Run)

"Manhattan Parade" Crowds Still Try Theatre Capacity

"Manhattan Parade," the Warner Bros. and Vitaphone production in Technicolor, which has been showing at the ..... Theatre this week—is still drawing capacity crowds, although it leaves ..... next to give place to .....

Smith and Dale, known to vaudeville audiences everywhere as the most uproarious half of the "Avon Comedy Four"—and to Broadway legitimate audiences for their side-splitting quarrels, as the brothers in "Mendel, Inc."—have made for themselves a solid place in the hearts of the fans by their even more ludicrous characterizations as the pugnacious Delman Brothers, theatrical producers in "Manhattan Parade."

Another team is the Lightner-Butterworth combination—the treat-'em-rough and smooth-'em-over duo who are such big didos in the current play—not to mention the host of pretty girls, the 'genius,' the elephants, ostriches—and all the picturesque hodge-podge of the theatre.

Technicolor, now perfected, displays all the glowing and undistorted sharpness—which makes it really the sensation everyone expected it to be in its earlier stages. Go to see "Manhattan Parade" before it leaves town. You'll rave over it.

THEATRE

The Grand March of

HILARITY!
BEAUTY!
ROMANCE!
DRAMA!

With a cast of four great comedians leading the parade!

MANHATTAN PARADE

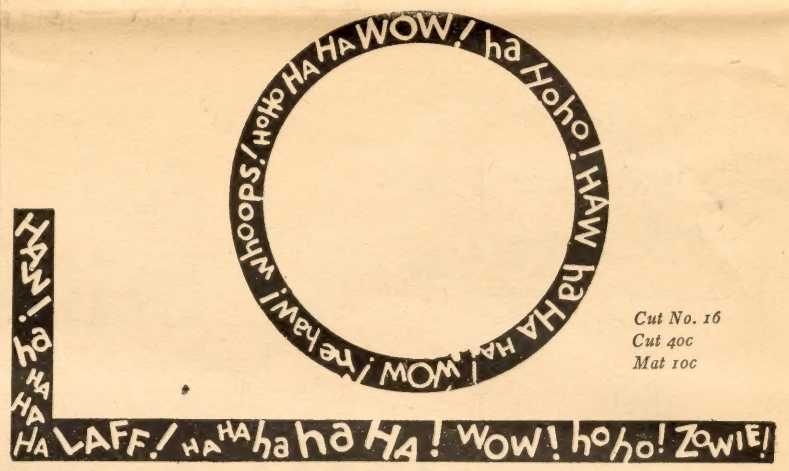
Space for Shorts.

Better than "Gold Diggers of Broadway." With
SMITH and **DALE**
(of the Avon Comedy 4)
Winnie Lightner, Chas. Butterworth
Dickie Moore, Bobby Watson

Cut No. 26 Cut 40c Mat 10c

Border Designs

Use them around your ads. Use the circle for "spot" copy. Both designs on one mat. Order by Cut No. 16, Cut 40c, Mat 10c.



Cut No. 16
Cut 40c
Mat 10c

THEATRE

Fastest, Funniest Hit Since "Gold Diggers of Broadway"

Never has any entertainment packed such spontaneous laughs, fascinating beauties, lavish scenes, exciting delights as you'll see in

MANHATTAN PARADE

A Warner Bros. & Vitaphone Hit in Perfect Technicolor.

with
SMITH
and
DALE
(of The Avon Comedy 4)
Winnie Lightner
Chas. Butterworth
Bobby Watson
Dickie Moore

Cut No. 27 Cut 60c Mat 15c

Don't Letter Your Ads

Paste these designs in your layouts and save your time!

MANHATTAN PARADE

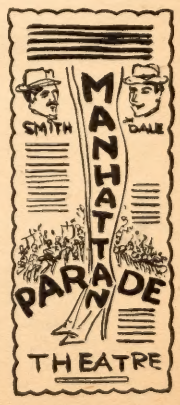
MANHATTAN PARADE

Manhattan PARADE

MANHATTAN PARADE

Cuts or Mats are NOT available on the above title illustrations.

LAYOUT IDEAS IF YOU MAKE YOUR OWN ADS



Copy For The Lay-outs On This Page

A

THESE FACES

are causing more laughs, yells, howls, screams than any four faces ever shown on a screen in

B

and every laugh is below the chest. What a show! What a show!

C

They've got this town topsy-turvy. Who? Why those Lunatics of Laughs who are starred in

D

THE BIG PARADE OF LAUGHS

One right after the other; the funniest, fastest, most furious lineup of gags, you've ever roared at. Hollywood's answer to laugh-seekers' prayers.

E

STRAP YOURSELF TO THE SEAT

When Hollywood's madcaps go wild, you'll go wobbly with laughter . . . More fun than you've ever hoped for . . .

F

COMING AT YOU

A whirlwind of laffs! The gag and girl show that has lifted the country's moviegoers out of their seats and sent them howling into the aisles!

G

THE LAFF PARADE ARRIVES

H

with two of the country's most insane laugh teams heading the big fun. You won't laugh, you'll howl at their crazy antics.

I

FROM THE CHEESE BUSINESS TO THE SHOW BUSINESS AND THEY DIDN'T KNOW THE DIFFERENCE

They're goofy, gaga, nuts! . . . But they're the funniest, fastest, freshest comedians you've ever laughed your teeth out at.

J

HOW MANY LAUGHS CAN YOU STAND!

K

Here's your chance to find out! When you see these two great pairs of scream comedians, try, just try, to keep from laughing yourself into your neighbor's lap.

Don't Call It "Exploitation" It's MERCHANDISING

Sure You'll Sew The Buttons On Free

Tell your patrons they're going to laugh the buttons off their clothing at "Manhattan Parade." And tell them, too, that you've made arrangements to sew them right on again.

The way to do this is to set up a small glass case in a corner of your lobby, well in advance of your play-date. You can get one of those small show cases and mount it on an end table. Inside have a collection of buttons that should include every possible type, size, shape and color, with an equal variety of cotton. Include a package of needles in the display. The following copy should be lettered on a card (fairly large) and displayed with the button-needle-cotton exhibit:—

YOU'LL LAUGH THE BUTTONS OFF YOUR CLOTHING
when you see
"MANHATTAN PARADE"
but don't let that stop you from seeing
The Funniest Picture In Years
because
WE'LL SEW THEM ON AGAIN! FREE!

Street Stunt

A novel street stunt would be to place a man sitting on a camp chair in the busiest corner of your town. The sign on his back should read "I am waiting for 'The Manhattan Parade.'"

To further enhance the value of the stunt, have a man sitting in his chair all day long. Perhaps you can arrange to have a platform for him. His lunch should be delivered to him, so that he wouldn't have to leave his chair. Undoubtedly the newspapers will cover this item the way they cover the flagpole sitting stunt and plenty of publicity should result. Give the man a quantity of heralds to hand to the crowds that will gather around him.

Any fellow who "exploits" his product is way behind the times. Today you've got to MERCHANDISE. And when you MERCHANDISE, you don't invest your time in anything that hasn't a *direct* box-office benefit.

Lost Teeth Gag

It took A. F. Avey, Manager of the Rialto Theatre, Kingsville, Texas, to add a new twist to the old anatomy gag. It's a natural for exploiting "Manhattan Parade."

After the first showing of a comedy feature, he placed a set of false teeth on display in his lobby. The teeth were fastened to a card which read:—

FOUND
These teeth were laughed out during the first performance—Apparently unnoticed by the owner who can get his property on application to the manager.

This stunt not only caused a great deal of comment, but was funny enough to warrant a newspaper story in one of the local dailies. The yarn gave plenty of prominence to the title of the picture, the star, theatre and manager.

It certainly is funny enough to make every reader laugh. And once you get the prospective patrons laughing, they're not prospective any more.

Lobby Decoration

The entire scheme of the lobby should be one of gaiety, life and spirit. Use plenty of brilliant colors. Every time you show a picture of Smith and Dale (and be sure they are in a funny pose) use a sexy figure of a girl in conjunction with it.

One of the most important lines in your entire campaign is

"Better Than 'Gold Diggers of Broadway.'"

This line definitely establishes the type of picture and its value of screen entertainment. Everyone of your lobby cards should carry this line, regardless of what other catchlines you use.

"Manhattan Parade" is smart, witty, but above all uproariously funny, and if your lobby reflects this spirit, you have done a good job.

Lobby Card Ideas

The border of ha-ha's adds a new and different touch to the usual lobby card. Each one of these laugh signs should be in a different color as brilliant as you can possibly get them. The four heads should be done in poster effect style with the background in varying tones of blue. The title will stand out prominently in Persian orange. Catchline copy should be in white on the blue background.

Use the following color scheme on the above lobby card and you'll get a very effective display. Solid blue panel; girl's figure in pastelle shades; title in white on a red background; lower left corner in lighter blue than panel; copy in purple; heads in black and white photographic reproductions.

TIE-UPS AT A GLANCE

Clothing Tie-Up

Every merchant in town handling wearing apparel is interested in a tie-up along the following lines:

"What The Well Dressed Man (Woman) Wears In 'The Manhattan Parade.'"

A quantity of window cards with the above slogan will do the trick.

Hosiery Tie-Up

There is a tie-up between Winnie Lightner and the Walter Fred Hosiery Mills, Inc., Nashville, Tenn. For complete details of this tie-up see another section of this merchandising plan.

Music Stores Tie-Up

There are several songs with "parade" titles that are currently popular. At the present time Harms, Inc., 62 West 45th Street, N.Y.C., is publishing a song called "I Love A Parade." Your organist should feature this number during the showing of "Manhattan Parade." "I Love A Parade" is the theme song of the trailer. It is not used in any part of the picture but offers splendid tie-up possibilities with music stores.

Restaurant Tie-Up

All restaurants are possibilities for tie-ups on "Manhattan Parade," along the following lines:

"You will burn up your vitamins laughing at 'Manhattan Parade.' However, don't let this stop you from seeing this great leg and laugh show at the .....Theatre, because you can store up a big vitamin supply with the following foods."

Under this copy the restaurant can list the foods that contain the most vitamins and designate the amount of vitamins in each of the substances.

We Have Done It For You— Take Full Advantage Of This Great Merchandising Idea

The exhibitors service division of the advertising department of Warner Bros. have arranged with The Exploitation Printing Company, 1 West 3rd Street, New York City, the following merchandise plan, which we believe will prove exceptionally effective in the promotion of "Manhattan Parade" at your theatre. Here is the plan:

Send your mailing list to The Exploitation Printing Company, who will then address as many post cards as your list contains and mail same from New York over your entire mailing list. These cards will contain interesting views of New York and the following copy:

"Hello, Pal:

Here I am in New York. Today I saw what is undoubtedly the funniest talking picture that has ever been made. It is called 'Manhattan Parade.' I want to warn you not to miss it. It will give you one of the most enjoyable thrills of your lifetime. *Mabel."*

The above copy will be written in script on the address side of the post card and you can imagine its effect upon the recipients. It will contain a New York post mark and in every detail will look absolutely authentic. The following prices, complete with mailing expenses, prevail:

350	*$13.50*
500	*$16.00*
800	*$20.50*
1000	*$22.50*

If you go through with this stunt and we think you should, please communicate direct with The Exploitation Printing Company, 1 West 3rd Street, N. Y. C., and send your mailing list, as well as cash with order. In view of the fact that most of the expenses involved in the completion of this idea are labor and postage, no orders will be filled unless they are accompanied by cash, check or money order.

Se-Ling Hosiery Tie-Up

We have arranged a tie-up with the Walter T. Fred Hosiery Mills of Nashville, Tenn., manufacturers and distributors of Se-Ling Hosiery, whereby their 10,000 distributors will co-operate with local exhibitors for the exploitation of "Manhattan Parade," in which Winnie Lightner wears Se-Ling Hosiery.

Go to the local Se-Ling distributor in your town and work out stunts and ideas that will be of mutual benefit. The distributors have been advised of this tie-up and have also been supplied with accessories to supplement it.

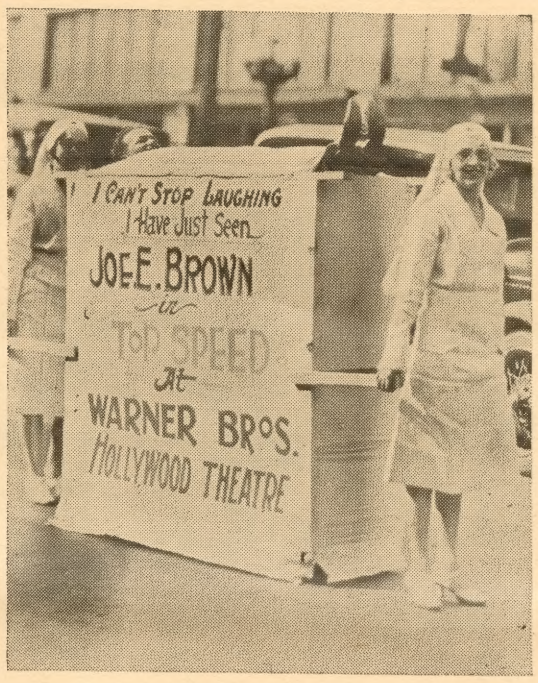
Arrange for window displays. Make cut-outs of Winnie Lightner for the center of the window. Dress up the display with stills. Use the window card supplied by Se-Ling to their distributors. If you run a contest of any nature, make Se-Ling Hosiery one of the prizes. Have the merchant insert a herald in each pair of Se-Ling Hose he sells. You'll find Se-Ling distributors more than willing to co-operate with you on a reciprocity basis.

For further information on this tie-up write to Walter Fred Hosiery Mills, Nashville, Tenn., for complete details and press sheet. Once you have established your contact with local merchants, you can use it again for the exploitation of Warner Bros. and First National Pictures which feature other stars in this tremendous tie-up.

Los Angeles Staged This Parade On "Top Speed"

When "Top Speed" played Los Angeles, the management of the Warner Theatre staged the parade that you see in the above illustration. Leading the parade was a mechanical man, which was built by a local carpenter and wired by an electrician. Inside the head was a record that speiled the merits of the attraction. The electricity was supplied by the truck behind the mechanical man. Further down the line was the nurse and patient stunt described and illustrated at the right. Draped automobiles from which handbills were thrown completed the parade.

Use A Similar Stunt To Sell "Manhattan Parade"



"I Can't Stop Laughing. I've Just Seen Joe E. Brown In Top Speed at Warner Bros. Hollywood Theatre" reads the sign. Two pretty girls dressed as nurses carried this sign with their "patient" in the Los Angeles parade stunt on "Top Speed." Try it on "Manhattan Parade."

Put On a Typical Broadway Opening

"Manhattan Parade" offers you a chance to open this picture in a fashion typical of Broadway. If there are any stars in town, invite them by special invitation. Every city official and important personages in town should also be invited. Have arc lights in your lobby. Hook up with a radio station and have the guests say a few words over the "mike" as they enter. A movie photographer should take pictures and run them on the screen for the balance of the week. Dress up your lobby in the best possible way. Get plenty of lights and life into this stunt.

Assorted Nuts

Make arrangements with a local nut store to distribute a few assorted nuts in envelopes prior to the opening or during the showing of "Manhattan Parade." Use the following copy on the envelope:

These assorted nuts will do your stomach good. The assorted nuts in

MANHATTAN PARADE
now at the
S T R A N D
will do your heart good!

Stunt is timely and in keeping with the crazy antics of Smith and Dale.

Promissory Note Of Laughs

.....1932

I promise to pay bearer the sum of 1852 bona fide laughs any time between.....and.....during the showing of "Manhattan Parade" at the ..... Theatre.

(Signed).....Manager.

The above throwaway, printed in the form of a promissory note, can be secured direct from the Exploitation Printing Company, 1 West 3rd Street, in three forms and at the following prices:—

As illustrated above, printed one side.....$2.00 *per M*

As illustrated above, with copy and theatre imprint on reverse side.....$3.00 *per M*

As illustrated above, printed both sides and inserted in envelopes.....$4.75 *per M*

The envelopes referred to in the last item would include a catch-line reading as follows:—

I Promise To Pay To Bearer
(See inside)

Order them any way you want from

EXPLOITATION NOVELTY COMPANY

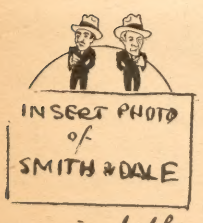
1 West 3rd Street **New York City**

In no instance should order be sent to your Warner Exchange.

3 Day Mailing Campaign

Believe me I'm not the kind to knock nobody-even a partner like Charlie Dale. But he's gotta stop saying he's the funniest part of the act! Because I am! Who got all the laughs when we were the "Avon Comedy 4"--and in "Mendel Inc."--all right! I'll tell you. I did! Don't tell Dale! You heard from me. Joe Smith
..the funny member of Smith and Dale

I hear that partner of mine, Joe Smith, has been writing lies to you-how funny he is. It's good somebody don't ask him to prove it-that would be funny! He talks just like an actor, always bragging when I'm the one that really holds up the whole act with my comical remarks. Next time Smith tries to knock me remember what I told you.
Charlie Dale-the real comedy member of Smith and Dale



Will you please do us a favor and settle this argument. I say I'm funnier than he is--he says the same thing. Please before we get into an argument will you decide which of us is the funniest by coming to the Winter Garden Theatre Dec. 24th. and watch us in "Manhattan Parade" Whatever you say goes.
Vote for me Smith
You know your pal Dale

For the opening of "Manhattan Parade" at the Winter Garden Theatre, the management instituted a three day mailing campaign over their entire mailing list. The post cards (1c Governmental) contained an individual message, but were linked together by their contents and treatment. You can lift the copy from the illustrations at the left and put on the same campaign in your town. IT WAS ONE OF THE MOST EFFECTIVE MERCHANDISING STUNTS PULLED IN NEW YORK IN A LONG TIME.

Another way of using the same message is to distribute the cards in the form of throwaways. Each card is inserted into an envelope and distributed one each day. The first day's envelope reads:—"If Your Name Is Smith Read This" and contains Smith's message. The second reads:—"If Your Name Is Dale Read This" and contains Dale's message. The third envelope reads:—"If Your Name Is NOT Smith or Dale, Read This." The contents of the third envelope explains that Smith and Dale are arguing as to their respective nonsense and asks the public to come to the theatre and decide the issue by popular applause.

SPEND
but don't waste!

When you put the power and prestige of your theatre behind any co-operative tie-up, you are giving local merchants more than money can buy. All incidental cost of exploiting your stunt should be borne by the other fellow in return for the value of your theatre's name in conjunction with the idea.

Your appropriations should be used primarily in newspapers. You should buy the kind of space that will "steal" the amusement page. Let the other fellow pay for the exploitation stunts. He's getting plenty in return.

In other words — MERCHANDISE!

MERCHANDISING ACCESSORIES

24-SHEET Title lettering in yellow with dark shadow, enhanced considerably by a vermillion highlight. Smith and Dale and small cast lettered torquoise blue. Warner Bros. and Vitaphone trademark vermillion. Crowd is effectively done in many pastelle shades. Stars' heads in brilliant hues from full palette. These salesmen reach out for that extra business.

THREE SHEET

One of the liveliest three sheets in a long time.

INSERT CARD

We did something just a little bit different with this one. Boy, how it sells.

SIX SHEET that catches the brilliance, mood, theme and spirit of the production itself.

WINDOW CARD

that smacks of bigness. You can read this one a block away.

ONE SHEET

Just like the window card. Plenty of color. One they can't miss.

SLIDE

COLORTONE EFFECT

ATMOSPHERIC EFFECT, elaborately colored, created especially for

"MANHATTAN PARADE"

No. N-162

4x5—Colored positive only	*$2.00*
—Set (positive and negative)	*3.00*
3¼x4—Colored positive only	*1.50*
—Set (positive and negative)	*2.25*

Order by number direct from

NATIONAL STUDIOS, INC.

226 WEST 56th STREET, NEW YORK, N. Y.

Be sure to specify size and send remittance with order, to avoid parcel post and C.O.D. charges.

Sliding Scale Prices of Advertising Accessories

1-SHEETS

1 to 50	15c each
51 to 100	13c each
Over 100	11c each

3-SHEETS

1 to 25	40c each
Over 25	36c each

6-SHEETS

1 to 10	75c each
11 to 20	70c each
Over 20	65c each

24-SHEETS

Up to 25	$2.00 each
Over 25	1.75 each

WINDOW CARDS

1 to 50	7c each
51 to 100	6c each
Over 100	5½c each

INSERT CARDS

1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each

HERALDS

1M to 5M	$3.00 per M
Over 5M	2.75 per M

PHOTOS

11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

BANNERS

Smartly designed banner accentuating the bigness of the picture. Manufactured in a variety of colors on weatherproof canvas. Use them for your marquee, auto, lobby or window.

Price 50c each

Order Direct From

METRO FLAG BANNER COMPANY

2 East 23rd Street **New York City**

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org